

Massachusetts Community Transportation Coordination Conference

May 3, 2016

Small Group Sessions

Choose one small group for the morning and another for the afternoon. If you are here with a colleague or staff from a partner organization, we encourage you to attend separate sessions today and share what you learned with each other.

Morning Small Group Workshops (10 to 11)

Community Shuttles

Room: **Ballroom**

Towns are taking the initiative to create new transportation options to improve local mobility. In this session, we'll hear success stories from three different settings: partnering with a Regional Transit Authority in Westborough, updating and revising a pre-existing service in Dedham, and creating a new service in Acton. The Worcester Regional Transit Authority, Town of Dedham, and CrossTown Connect will discuss how they determined there was a need, the process for building community support, and lessons learned.

Employment Transportation for Lower-Income Commuters

Room: **328**

Across Massachusetts, many low-income people are unable to access employment opportunities due to a lack of transportation. Presenters will share three approaches to different angles of the problem. The North Shore Career Center will share strategies for taking transportation into account in the job search process, the Quaboag Valley Community Development Corporation will discuss its Individual Development Account program that addresses affordability barriers by helping people save for their own vehicle, and SCM Elderbus will discuss providing employment transportation services through the READYBUS model.

Introduction to Volunteer Driver Programs

Room: **304**

Learn about different models of volunteer driver programs in Massachusetts, insurance and liability issues, and strategies for launching or expanding a program in your town or region.

Travel Instruction: Group Sessions and Bus Demo

Room: **320**

Travel instruction programs help seniors and people with disabilities learn to ride transit independently and safely, increasing their independence while also increasing ridership. Hear how the Worcester Regional Transit Authority (WRTA)'s travel trainers provide transit orientation sessions to groups of immigrants. Workshop participants will also have the chance to head outside and experience an orientation to a real WRTA bus.

Afternoon Small Group Workshops (1:30 to 2:30)

Creating a Transportation Management Association

Room: **320**

Transportation Management Associations (TMAs) provide a range of employment transportation services to employees of member companies. Representatives of MassCommute, CrossTown Connect, and the Middlesex 3 Coalition will discuss resources available to support TMAs, strategies for incorporating as a TMA, and recruitment of partners, as well as innovations to the TMA model.

Marketing Community Transportation Services

Room: **328**

Struggling with outreach or marketing on a limited budget? This session will highlight tips on outreach, publicity, and marketing strategies to inform riders of transportation services and increase ridership. Get introduced to the information and tools available for free through the marketing toolkit recently published by the National Rural Transit Assistance Program (National RTAP).

On-Demand Transportation Q&A with Bridj, Lyft, and Uber

Room: **Ballroom**

Hear from representatives of Bridj, Lyft, and Uber as to how they think their services can improve transportation for seniors, people with disabilities, and others with limited transportation options in Massachusetts – and bring your own questions and suggestions to share.